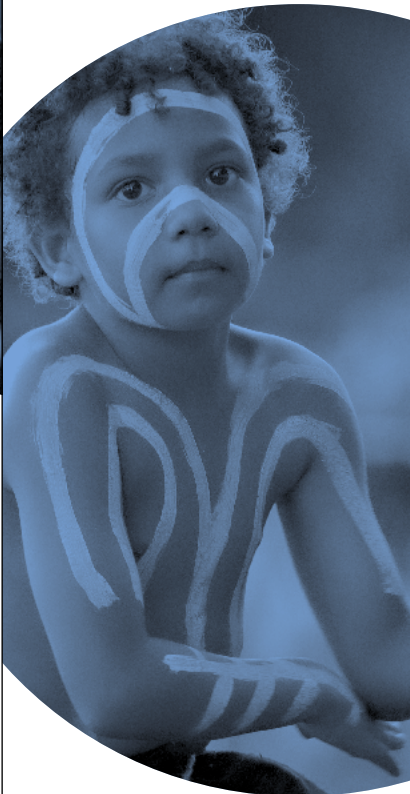


QMF:

Unlocking the Power of Music



Tenacity

Culture

Distinctiveness

QMF: Music

Integrity

Unity

Community

Inclusion

Acknowledgement of Country

QMF acknowledges the Traditional Custodians of this land. We extend our respect to Elders, past and present, and Aboriginal and Torres Strait Islander peoples. We acknowledge the continuation of diverse cultural practices and knowledge systems of Aboriginal and Torres Strait Islander peoples.

This artwork by Gaja Kerry Charlton and Nathaniel Chapman tells the story of QMF, based in West End overlooking the Brisbane River on Yagara Country.

For thousands of years, First Peoples have held song-and-dance festivals here, gathering neighbouring Tribes and distant communities. The central meeting place bears QMF's colours, surrounded by concentric circles representing QMF's statewide engagement – music, technology, communities, environment and place.

Koot-ha (the honeybee) acknowledges Mount Coot-tha, the culturally significant mountain watching over QMF. Clapsticks mark the meeting place, symbolising festive gatherings

and music's role in cultural exchange. The dolphin tooth necklace references Ciala-li-ba-djin (musical festivals). Magan (Tulipwood) leaves and seed pods recall Brisbane's original name, Magan-djin – a place rich in resources for food, medicine and tools. Warrarr, the Brisbane River, thrived with watercraft and communities, its tributaries connecting people and sustaining life. The canoe shapes reflect the journeys QMF supports – moving people, stories and culture. Rippling circles echo sound across Country, reinforcing the Goori belief that music, dance and story keep Country, spirit and people strong.

Today, QMF continues this work, bringing music, people, place and communities together.

Artwork co-designed by Gaja Kerry Charlton & Nathaniel Chapman.
Artwork by Nathaniel Chapman.



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**The Honourable
Dr Jeannette Young AC PSM**
Governor of Queensland & Patron

As Governor and Patron of Queensland Music Festival (QMF), I am delighted to acknowledge the remarkable contribution this organisation continues to make to the cultural life of our State, as reflected in the 2025 Impact Report.

Through its innovative Queensland Music Trails and diverse programming, QMF brings people together in ways that celebrate creativity, community, and connection. The organisation's commitment to inclusivity and excellence ensures that audiences across Queensland—whether in bustling cities or remote communities—can experience the transformative power of music.

Equally inspiring is QMF's dedication to First Nations leadership and cultural exchange. By working in partnership with First Nations Queenslanders and supporting Indigenous artists and arts workers, QMF honours the stories and traditions that enrich our shared identity. These initiatives not only foster understanding but also strengthen the cultural fabric of our State for generations to come.

Beyond its artistic achievements, QMF plays a vital role in driving regional renewal and tourism. Events that showcase our State's natural beauty contribute significantly to local economies and create opportunities for communities to thrive.

I commend QMF for its vision, creativity and hard work, and I extend my sincere thanks to the artists, staff, volunteers, and supporters whose efforts make this work possible.

Together, you ensure that music continues to unite, inspire, and uplift Queenslanders everywhere.



John-Paul Langbroek MP
Minister for Education and the Arts

Music is central to Queensland's vibrant arts scene.

For more than 25 years, the Queensland Music Festival (QMF) has demonstrated the power of music to connect, inspire, empower and activate communities.

Through the QLD Music Trails, QMF has staged world-class music experiences and events in unique Queensland locations, that showcase our incredible creative talent, diverse regions and cultural vibrancy.

The Queensland Government proudly invests in Queensland Music Festival, which delivers on Queensland's Time to Shine: a 10-year strategy for arts and culture and its focus on driving economic growth in regional communities through arts experiences.

This commitment encourages inclusion and strengthens our reputation as a cultural destination.

As we look ahead, QMF will continue to contribute to growing the State's creative economy, increase arts participation and employment, and build on opportunities in the lead-up to the Brisbane 2032 Olympic and Paralympic Games and beyond.



Daryl Raven
Chief Executive Officer, QMF

For 26 years, QMF has been a powerful vehicle for place-making, creativity and events across Queensland. Through the shared experience of music, we bring people together, provide a platform for Queensland stories, and create opportunities that strengthen communities culturally, socially and economically.

Our signature initiative, the QLD Music Trails, sits at the heart of our mission to contribute to the vitality of Queensland through iconic music and cultural experiences. Working hand in hand with local government and regional partners, the Trails drive increased tourism, support local economies and showcase the unique character of communities right across the State. The success of our 2025 program reflects not only the strength of the Trails concept, but the shared belief among our partners, artists and communities that we can do more when we work together.

Beyond the success of our events, we continue to deliver meaningful outcomes for artists, Aboriginal and Torres Strait Islander individuals and groups and regional communities — supporting creative development, centring local voices and providing a platform for the amplification and continuation of culture. These achievements are made possible thanks to the dedication, imagination and talent of the QMF team, whose passion and professionalism are at the core of everything we do.

I extend my sincere thanks to our Board, partners, artists and the many communities that welcome QMF each year. We're deeply proud that we're able to work across communities and sectors to shape a future where music not only entertains, but connects, empowers and inspires Queenslanders everywhere.



Daniel Gschwind
Chair, QMF

This past year has marked another exciting chapter in the evolution for QMF and the Queensland Music Trails. What began as a bold idea — to take world-class music experiences to unexpected places — has become a defining expression of Queensland's creativity, community spirit, and sense of adventure.

The Trails continue to expand their reach and ambition, connecting audiences and artists through journeys that celebrate place, culture, and collaboration. From the vast landscapes of the Outback to the coastal and regional centres that form the heart of our State, each Trail is an invitation to experience Queensland differently — through music that resonates with the stories and people of each region.

This evolution reflects QMF's enduring belief that the arts can drive connection and renewal, as well as supporting regional economies. By partnering with local communities, industry, and government, the Queensland Music Trails are creating lasting impact across the State — inspiring pride and participation while supporting a thriving creative sector.

I extend my heartfelt thanks to the Queensland Government, our partners, artists, audiences, and our dedicated team for their vision, creativity, and commitment. Together, we are building something uniquely Queensland — a celebration of place and possibility that continues to grow year after year.



UNLOCKING THE POWER OF MUSIC

QMF's History — 1999 to Today

QMF has been harnessing the transformative power of music to build stronger communities and create brighter futures since 1999.

The festival began as the Queensland Biennial Festival of Music, a 10-day cultural and artistic activation delivered across the state. In 2005, the festival relaunched as Queensland Music Festival (QMF) and along with the new name, came a longer event with a deeper breadth of programming. From classic to contemporary, new forms to old styles, QMF sought to showcase everything from the world-renowned to the local school choir in settings authentic to people and place.

Between 1999 and 2019, QMF built a solid reputation for delivering exceptional music experiences in unique and unexpected ways. From large-scale community projects like **Boomtown**, a musical history of Gladstone featuring a cast of 340 locals; to breaking the Guinness World Record for the **World's Biggest Orchestra** at Suncorp Stadium; to **Black Arm Band** meets **Queensland Youth Orchestra** at a genre-bending musical spectacular hosted on Thursday island; to **You're the Voice**, a mass chorale event featuring **John Farnham** and his anthem of the same name,

raising awareness of the domestic violence crisis in Australia. Over 20 years, QMF created place-based music initiatives that captivated audiences and connected communities.

In 2019, QMF developed the concept for the **QLD Music Trails**; a first of its kind music tourism initiative seeking to facilitate a discovery of Queensland places and culture through music. Unfortunately, the COVID-19 pandemic placed a hold on this concept but in 2021, a partial pilot run of a Trail was delivered across Outback Queensland and it was immediately evident that this concept was something special.

In 2022, QMF received seed funding from the State Government to roll the concept out statewide and since 2023, the QLD Music Trails have been delivering social, cultural and economic impact through music across Queensland. Today, QMF continues the legacy of community-engaged practice, while delivering music-led itineraries that attract visitors from across Australia and the world.



QMF: 2025 IMPACT REPORT

The Evolution of the QLD Music Trails

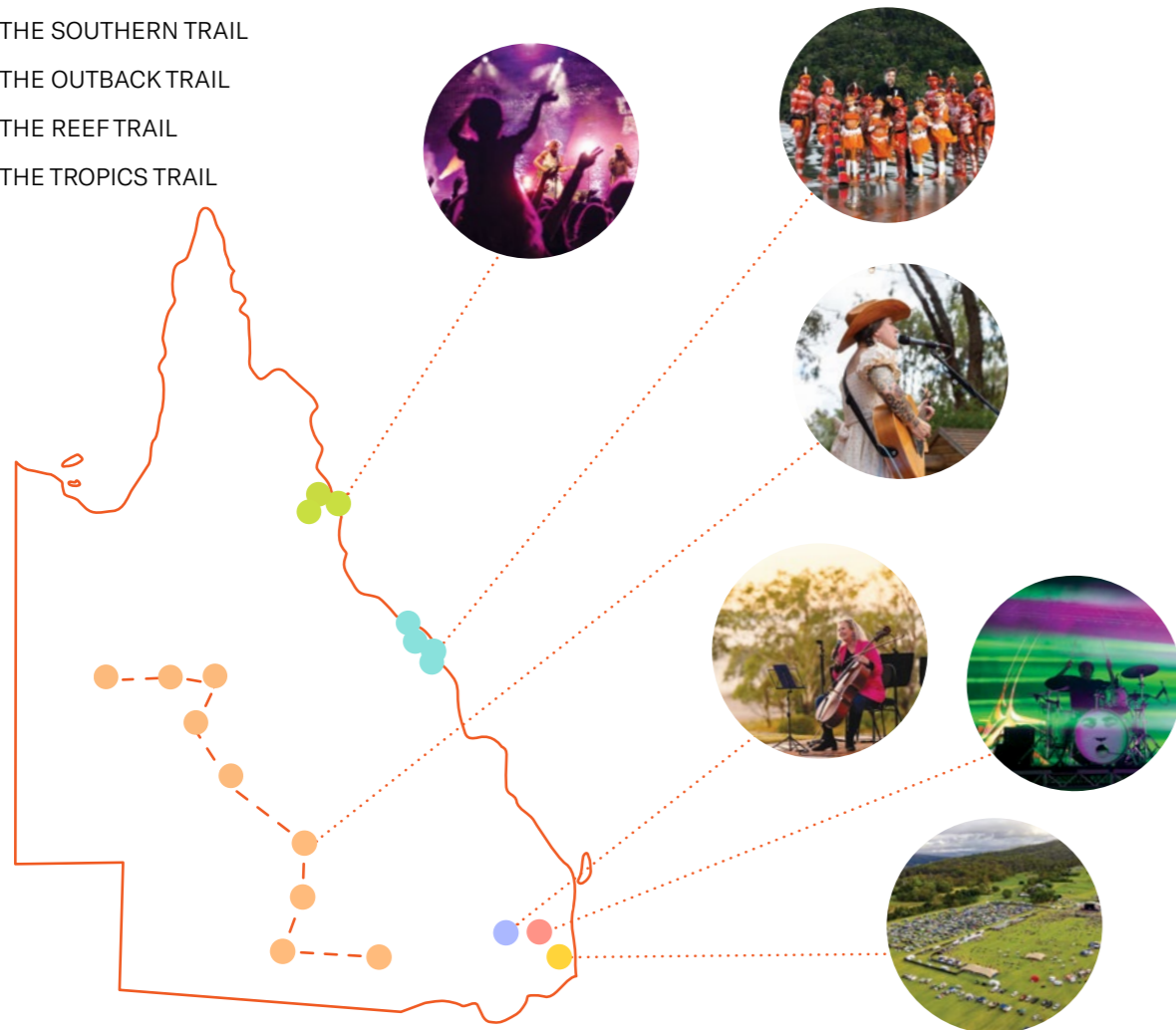
QLD MUSIC TRAILS

The goal: Establish a world-first music tourism platform that uniquely facilitates the discovery of iconic Queensland destinations through music and culture.

The QLD Music Trails curate iconic, music-led itineraries across the state that connect people to destinations, visitors to local communities and enhance tourism opportunities while celebrating the rich diversity of all Queenslanders. More than a 'gig', the QLD Music Trails highlight the State's vibrant music scene, talented artists and iconic cultural and tourism assets through a series of live performances, festivals and experiences.

Where we've been:

- THE BRISBANE TRAIL
- THE SCENIC RIM TRAIL
- THE SOUTHERN TRAIL
- THE OUTBACK TRAIL
- THE REEF TRAIL
- THE TROPICS TRAIL



Since launching in 2023, we have:

- Generated **\$25M** in economic impact for Queensland
- Employed over **1,900** artists, creatives and crew
- Achieved a **92%** satisfaction rating
- Delivered **50+** capacity and skills development opportunities for regional communities
- Welcomed **182,000+** attendees to our events & festivals
- Worked in partnership with over **28** communities
- Delivered over **61,700+** visitor bed nights for Queensland
- Programmed **800** Aboriginal & Torres Strait Islander artists

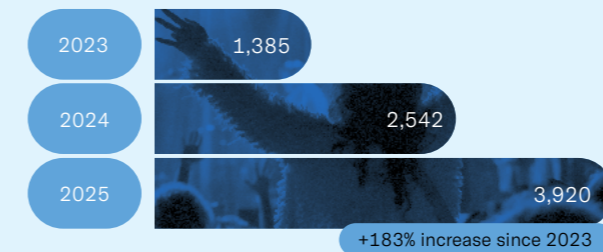
The Outback Trail: A Case Study

Exemplifying QMF's commitment to bringing transformative music and cultural experiences to Queensland's most iconic landscapes, the Outback Trail celebrates the rich & ancient cultures, unique beauty and resilience of the Outback.

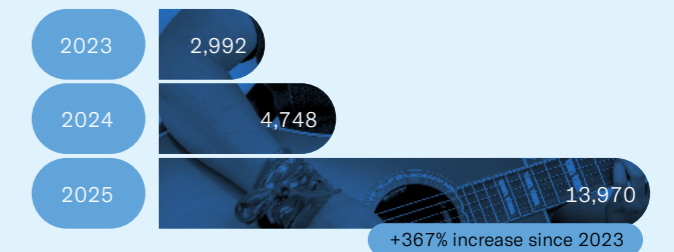
Experiencing significant growth since its inception, The Outback Trail has fast cemented itself as a bucket-list worthy road trip!



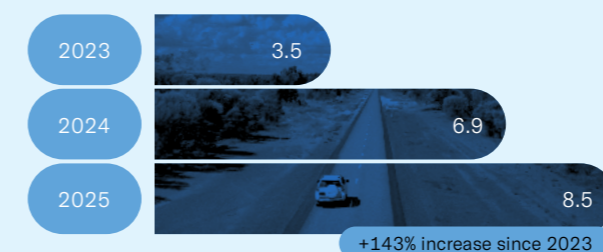
Total attendees



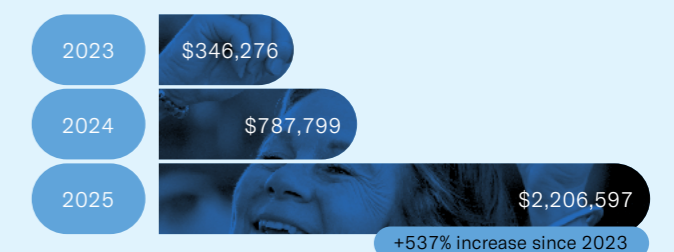
Direct visitor nights in Queensland



Average nights stayed in Queensland



Visitor spending as direct economic impact for QLD



QLD MUSIC TRAILS

From the Outback to the Reef, Brisbane to the Far North, the QLD Music Trails take the audience on the road, providing breathtaking scenery and distinctively Queensland experiences along the way.

2025 Trail Map



2025: By Numbers

65,866
ATTENDEES*



\$4,659,766
TOTAL ECONOMIC IMPACT FOR QLD*



1,387,957
TOTAL SOCIAL MEDIA IMPRESSIONS



21,080
BED NIGHTS*

92% OF ATTENDEES RATED EVENTS
GOOD OR EXCELLENT



44% OF ALL PROGRAMMED
ARTISTS IDENTIFIED AS
ABORIGINAL AND/OR
TORRES STRAIT ISLANDER



845,095
TOTAL WEBSITE TRAFFIC



2,843,707
TOTAL MEDIA REACH



200 QUEENSLAND
SUPPLIERS ENGAGED



158 ABORIGINAL & TORRES
STRAIT ISLANDER
BUSINESSES ENGAGED



22
EVENTS

The Outback Trail 2025

Roma | St George | Nindigully | Bollon | Charlotte Plains | Cunnamulla | Eromanga | Charleville

We extend our respect and gratitude to the Mandandanji, Bigambul, Kooma, Kamilaroi, Kunya, Boonthamurra and Bidjara Peoples, on whose lands the 2025 Outback Trail took place.

Artists

James Johnston, Troy Cassar-Daley, Bronson Diamond & Greta Stanley, Bella Mackenzie, Felicity Urquhart & Josh Cunningham, Brad Butcher, Taylor Moss, The Wet Whistles, Lloyd Saunders, Tommy Crow, Good Will Remedy, Wade Forster, Rusty Pickups, Nine Year Sister, Felicity Kircher, Beth Lucas, Sue Ray, Rhan Hooper, Hayley Marsten, Caitlin Jamieson, Dusty Dreamers, Katelann Maree, Charleville Dance House, Healthy Ageing Charleville & District



Bronson Diamond & Greta Stanley, Uneathed, Eromanga. Photographer: Tim Birch

“The Outback Trail was a great experience, introducing me to areas of outback QLD I hadn’t previously been to. A tremendous experience.”

2025 VISITOR ATTENDEE

Impact Highlights

\$1.93m

Visitor Spend

Significant economic injection for host regions

13,790 Primary Purpose
Visitor Nights

Extending stays and boosting local economies

3,920

Attendees

Cultural experiences for locals and visitors

8.5

Average Night Stay

Encouraging deeper regional engagement

Winner of the
Best Regional Event
at the 2025 Australian Event Awards

In 2025, the Outback Trail brought its signature blend of music, storytelling, and country hospitality to nine events across eight locations in two weeks.

Outback Music Under the Stars, delivered in partnership with Roma’s Easter in the Country Festival, kicked off the Trail in true country style with the beloved **Troy Cassar-Daley**. Alongside established hit events like **Outback Sounds** in Charleville, **The Gully Sessions** in Nindigully and **Ballads & Bush Yarns** at Charlotte Plains, new experiences—such as **Lunch with the Locals** in Bollon and **Uneathed: A Night at Eromanga**—deepened community partnerships and expanded the concept of what a music Trail could be.

Saddle Up in St George and **Reels & Railways** in Cunnamulla provided Trail Travellers with a chance to connect with the locals while **OUT the BACK** encouraged visitors to dig deep in support of those affected by the Western Queensland floods, raising over \$1K in partnership with GIVIT to purchase essentials for those doing it tough.

The 2025 Outback Trail helped bring travellers back to the region, reinvigorating local economies and restoring community spirit. The Trail’s growth surged in 2025, driving longer stays and increased visitor spending across host regions. During **Outback Sounds** in Charleville, headlined by country darling **James Johnston**, every hotel, motel and caravan park was booked out, and additional camping areas were opened up to accommodate visitors.

“We were ecstatic to report that the town was completely full during Outback Sounds. In the aftermath of the Western Queensland floods, we were expecting a downturn of tourists for some time but the QLD Music Trails team worked hard to let people know that it was safe to travel again. Having so many visitors in Charleville really gave locals the boost we all needed.”

SHAUN ‘ZORO’ RADNEDGE
MAYOR, SHIRE OF MURWEH

Local communities celebrated not just the economic boost but the way these events fostered connection, pride, and resilience while challenging outdated perceptions of remote Queensland. For visitors, the Trail offered more than music: it was an invitation to experience landscapes, stories, and hospitality that made the outback feel vibrant and welcoming. By combining music, place, and community, the Trail has become a catalyst for regional activation, cultural celebration, and social connection, demonstrating how strategic investment in arts and culture can generate lasting value for communities, businesses, and regional economies.

“It made us feel important and like a real place on the map worth visiting.”

“It shows that the outback is a vibrant, connected and accessible place.”

2025 LOCAL ATTENDEES



Healthy Ageing & Charleville Dance House

Since 2023, QMF has brought together Charleville locals of all ages, as well as artists programmed on The Outback Trail, to co-create and deliver an all-ages, all-abilities performance for Outback Sounds.

But this is about more than show business. The project brings together young students from the renowned Charleville Dance House, a community-controlled, not-for-profit dance school providing high-quality dance education to students in Charleville and beyond, and Healthy Ageing Charleville & District, a South-West Hospital & Health Service initiative aiming to provide opportunities for local seniors to socialise, engage with their community and remain active.

In 2025, the students and seniors came together in the lead up to the event to learn an all-abilities dance to Taylor Moss’s track ‘County Proud’. And it’s in these rehearsals that the magic of a community coming together can be seen.

“(The performance) is something that many of our seniors would never have dreamed to do, but it’s been a wonderful experience for them. They’ve connected with each other and across generations to create a true community experience and it’s certainly built confidence.”

- DEB ALICK, HEALTHY AGEING

The performance alongside a Trail artist is the cherry on top moment, but it’s the intergenerational friendships, the feelings of inclusion and the community pride that last long after the audience has gone home that make this project so special.

Image: Outback Sounds. Photographer: Tim Birch



James Johnston, Outback Sounds, Charleville. Photographer: Tim Birch

The Reef Trail 2025

Townsville | Magnetic Island/Yunbenun | Lake Proserpine | Cape Hillsborough

We extend our respect and gratitude to the Wulgurukaba, Bindal, Gia, Ngaro, and Yuwi Peoples, on whose lands the 2025 Reef Trail took place.

Artists

Xavier Rudd, Tom Busby, Bobby Alu, Sycco, Luke Geiger, Dubbzzone, Those Folk, Giant Palms, Kee'ahn, Stepson, Tullara, Colloidal Silver, Keely, Billie Rose, Tropical Low, Lost Beneath, Josie, Bean Magazine, The Tiny Giants, Amber Farnan, Harold Brown & Adi Thomas, David Flower, Tchundal Malar Dancers, Wulgurukaba Walkabouts Dancers, Leon Namai

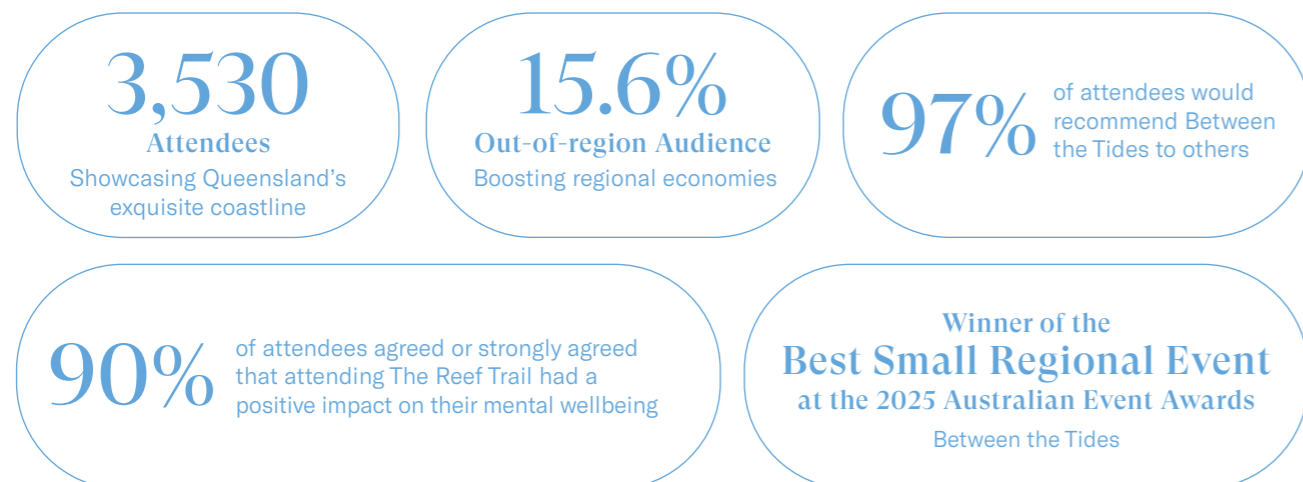


Between the Tides, Cape Hillsborough. Photographer: Mark Fitz

“I really felt connected to the country, enjoying the music in such a raw and authentic location”

- 2025 VISITOR ATTENDEE

Impact Highlights



A celebration of eco-conscious creativity, The Reef Trail featured barefoot-in-the-sand concerts, musical hikes and coastal community gatherings in some of the state's most breathtaking locations.

Northern SOUND launched the 2025 Reef Trail, setting a fire under the local music scene and transforming a Thursday night in Townsville into a genre-blending, multi-venue night out in the city's entertainment precinct. A short trip east to Magnetic Island/Yunbenun saw QMF partnering with hit active event, **The Great Island Trek** to deliver **Magnetic Island Live** - an island-vibes afterparty for trek walkers and music-lovers who preferred to travel to the show by less physical means. Further down the coast, QMF activated the shores of Lake Proserpine for **The Reef Sundowner**. Featuring smooth folk that sounded like it was written just for the location, visitors also enjoyed a fireside performance of new works from local songwriters who participated in the 10-week long 'Songs of the Reef' program delivered by the **I Heart Songwriting Club**.

“Being able to offer our Songs of the Reef participants a performance opportunity at a QLD Music Trails event was such a great way to close out the program. It allowed our songwriters, many of whom had never performed in public before, to test their original material in front of a welcoming audience. I'm confident that this experience has encouraged all the participants to keep writing and performing into the future.”
FRANCESCA DE VALENCE, FOUNDER & DIRECTOR, I HEART SONGWRITING CLUB

Closing out the Trail was the multi-award winning **Between the Tides**, held at Cape Hillsborough on beautiful Yuwi Country. Before welcoming visitors, the QMF team participated in an on-Country cultural awareness session led by Yuwi Traditional Custodians. This experience offered valuable insights into Yuwi culture and history, deepening the team's understanding and fostering a greater respect for Yuwi traditions.

What followed was two glorious nights where visitors walked softly, engaging not only with the music, but with Country, culture and coastline. **Keely** and **Kee'ahn** shared powerful performances that complemented the coastal setting, while local artist **Leon Namai** created a 100-metre sand artwork that became a living canvas for the **Tchundal Malar Dancers**. Hands-on workshops gave audiences a deeper understanding of Yuwi culture and **Xavier Rudd's** emotive and raw style seemed to seep into the landscape.

In 2025, The Reef Trail attracted a growing proportion of out-of-region and international visitors, contributing to increased tourism activity and local economic uplift. Beyond the economic benefits, local communities also recognised the Trail events for their deep social and cultural impact. The authentic inclusion of Aboriginal voices fostered meaningful connections and cultural learning, while the inclusive, family-friendly atmosphere fostered community gathering and positive social interaction.

“One of the best cultural experiences of my life”
ATTENDEE, BETWEEN THE TIDES



Northern Sound: Activating a precinct, igniting an industry

Northern SOUND lit up Townsville's Flinders Street precinct on Thursday 5 June with a dynamic, choose-your-own-adventure celebration of live music, local venues, and coastal creativity. With one ticket granting access to live performances at Otherwise Bar, Townsville Brewing Co, Mad Cow Tavern and FLNDRS, punters had the chance to capture everything from **Colloidal Silver's** foot-stomping garage rock to **Luke Geiger's** soulful country to stripped back folk & roots from **Bobby Alu** plus many more.

At a time when many regional CBD's face ongoing challenges, Northern SOUND drove punters into the heart of the city on a weeknight, with venues, restaurants and service providers feeling the benefits.

“The vibe was incredible, Townsville really showed up for something new and I feel we could only build on this scene from here.”

- ALEXANDRA LINDSAY EVENTS MANAGER, TOWNSVILLE BREWING CO.

The timing of Northern SOUND also enabled music industry wide partnerships with QMF working alongside QMusic, the Live Music Office and the Australian Live Music Business Council to deliver programs and industry consultation for the benefit of the region.

Northern SOUND is a testament to QMF's triple bottom line approach, showing that music events can truly deliver powerful social, cultural and economic benefits.

Image: Sycco. Photographer: QMF



Xavier Rudd, Between the Tides, Cape Hillsborough. Photographer: Mark Fitz

The Tropics Trail 2025

Mareeba | Gimuy/Cairns | Yungaburra

We extend our respect and gratitude to the Gimuy Walubara Yidinji, Wadjanbarra Yidinji, Bundaburra Yidinji, Gulgibarra Yidinji, Wujnur/ Bindabarra Yidinji, Badjabarra Yidinji, Dulabed Mallanbarra Yidinji, Mandingalbay Yidinji, Ngadjon-Jii and Muluridji Peoples, on whose lands the 2025 Tropics Trail took place.

Artists

Budjerah, Kaiit, South Summit, 3%, DENNI, Dubbzone, Kaweyova, Normey Jay, Zipporah, Miriki Performing Arts, Buuri Guuman Irribamuu, Minjil, Miss Kaninna, Tjaka, Jada Weazel, Dean Brady, R3B, Yirgjhilya



Budjerah, Dream Aloud, Photographer: Alain Bouvier

“[I] love, love, loved the diversity of the artists’ sounds, the beautiful cultural representation and the feeling of Country.”

- 2025 ATTENDEE

Impact Highlights

3.1 Average Night Stay
Encouraging deeper regional engagement

96.8% of Tropics Trail performers identified as Aboriginal and/or Torres Strait Islander
Sharing culture and amplifying voices

94% of attendees believe that Dream Aloud made a positive contribution to the cultural reputation of Queensland

93% of attendees agree that the Tropics Trail positively contributed to host regions

The 2025 Tropics Trail invited locals and travellers to explore and discover the natural beauty and deep cultural connections in tropical North Queensland. Book ended by two diverse music festivals, **Savannah in the Round** and the **Tablelands Folk Festival**, The Tropics Trail’s flagship event **Dream Aloud** offered an authentic gala of Aboriginal & Torres Strait Islander music, culture and creativity.

The celebration began with **Calling Country**, a gathering of Traditional Custodians and other cultural groups from the Far North and Torres Strait. This event hallmarked the start of partner event **Shine On Gimuy**, an annual celebration of all forms of Aboriginal & Torres Strait Islander storytelling, showcasing traditional arts, musical and cultural practices.

Next up the inaugural **Futures Summit**, presented in partnership with QMusic, provided meaningful industry engagement and development for Aboriginal & Torres Strait Islander artists from around Australia through workshops, panel discussions, yarning and keynote

addresses. In partnership with Tanks Arts Centre, **Blak Rising** closed out the day, providing a platform for the next generation of artists to authentically share their stories and showcase their artistry.

Rounding out events in Gimuy/Cairns was **Dream Aloud**. Held in the stunning Munro Martin Parklands, the event featured a majority Aboriginal & Torres Strait Islander line-up as well as traditional food stalls, cultural storytelling, kids activities, hands-on workshops and market stalls showcasing some of Queensland’s most prominent artisans.

“I would have seen Kaiit and Budjerah on any festival line up but to see them on an all-Indigenous line up felt quite special.”

- 2025 ATTENDEE

The Tropics Trail invited audiences to become immersed in stories, culture, and creativity, all curated in close collaboration with community, and grounded in the knowledge and vibrancy of Country.



Futures Summit: Forging A Path For Next-Gen Creatives

As well as curating and producing world class cultural music events, QMF is committed to working alongside the music industry to deliver impactful professional development opportunities for the next generation of Aboriginal and Torres Strait Islander artists and creatives.

Gimuy/Cairns is home to a wealth of talent, and with **Dream Aloud** bringing many more Aboriginal & Torres Strait Islander artists to town, the timing felt right to host a gathering where artists and industry could come together to connect, ideate and yarn about what the future of music could look like.

In partnership with QMusic, and with the support of Cairns Regional Council and Music Australia, the **Futures Summit** hosted at the Tanks Arts Centre welcomed musicians, managers, event producers and other creatives from across the country. Participants engaged in discussion about finding their authentic voice, taking care of their mental wellbeing and walking in the two worlds of culture and commercial creativity.

“Having this opportunity to connect with successful First Nations Artists, and the hardworking people behind the scenes, gave me huge insight into the successes of Mob, outside the small circle of Mob in the arts in Adelaide.”

- ESTHER WILLIAMS, FUTURES SUMMIT ATTENDEE

QMF is proud to work in partnership with industry to ensure the next generation of Aboriginal and Torres Strait Islander artists have their voices celebrated.

Image: Miss Kaninna, Photographer: Colyn Huber



Kaiit, Dream Aloud, Photographer: Alain Bouvier

The Scenic Rim Trail 2025

Boonah | Kooralbyn | Canungra

We extend our respect and gratitude to the Mununjali and Yuggera Ugarapul Peoples, on whose lands the 2025 Scenic Rim Trail took place.

Programmed Artists

Boy & Bear, Vera Blue, Gretta Ray, The Buoyos, Jem Cassar-Daley, The Vernons, Playlunch, Tjaka, Paper Lane, Bunny Racket, Ben Barker, Bayley Pearl, Silk n Oak, Andrea Kirwin, Rhan Hooper, Tribal Experiences, Flipside Circus, Rage Cage, Clea, Alisha Todd, Amy John Roberts

Cancellation of The Long Sunset

The QMF team had worked tirelessly to make the 2025 edition of **The Long Sunset** the best yet, but unfortunately, the weather had other plans.

In the week leading up to the event, the Boonah site was severely impacted by storms, making it impossible for the event to continue. The team made the difficult but necessary decision to cancel the event, ensuring artist, staff and audience safety.

In the 12 months leading up to **The Long Sunset**, the QMF team had engaged deeply with community in the Scenic Rim to deliver a Trail that was truly reflective of the region.

Partnerships with Boonah State High School were planned to form a major component of the event. QMF connected the school's rock band, **Rage Cage**, with the APRA AMCOS SongMakers program to encourage the creation of original songs to be performed on **The Long Sunset** stages. Students with an interest in technical production were also scheduled to shadow QMF's production team for hands-on experience on a grand scale. Local involvement extended across the town, including a Friday-night meal deal for ticket holders at the Commercial Hotel, community activities with Laura Woodard (yoga), Sip & Create Tamborine Mountain (art project), Gilly's Line Dancing (workshops), and

more than 20 local food and market stalls, including a Sunday morning cook-up delivered by the Boonah Show Society and the Boonah State School P&C.

This strong foundation of collaboration demonstrates the depth of community support behind the event. While things didn't go as planned, local businesses still saw positive impacts, with many ticket holders opting to continue with their planned visit to the region, frequenting the local pubs, cafes, restaurants and retailers.

To provide additional support to market stallholders who were unable to share their wares at **The Long Sunset**, the QMF team created a 'Christmas gifts from locals' guide. Showcasing offerings from would-have-been stallholders, the guide was shared with ticket holders and QMF audiences more broadly to encourage support for Scenic Rim artisans.

Sprout & About & Between the Vines

While **The Long Sunset** never rose, the two other Trail events carried on as planned. **Sprout & About** was developed following a site visit to Kooralbyn and a meeting with the Kooralbyn Community Group Inc., whose volunteers maintain the local permaculture garden. Their passion and generosity shaped the entire event and provided a unique, community-led setting. The day in the garden featured a relaxed performance from **Amy John Roberts**, rounding out an event deeply rooted in community collaboration and the spirit of Kooralbyn.

Between the Vines was developed in partnership with the Canungra Chamber of Commerce and O'Reilly's Canungra Valley Vineyards after recognising the site as an ideal setting for a relaxed afternoon amongst the vines. Set in the scenic Canungra Valley beside Canungra Creek, the event offered patrons local wines, vineyard lunches and a warm, inviting atmosphere. Performances by Scenic Rim artist **Clea** and the soulful **Alisha Todd** filled the valley with music, complemented by optional visits to the on-site Mountview Alpaca Farm and picnic hampers bringing together the best in local produce. Mununjali Elders delivered a Welcome to Country, Smoking Ceremony and cultural storytelling, adding depth to the event by sharing knowledge of local history, flora, fauna and traditional food practices.

Image: Clea, Between the Vines. Photographer: QMF



“We still had a busy weekend as many people booked b'n'bs. The locals who were going went camping out at Lake Moogerah, skiing & catching up with friends. The Commercial was packed on Saturday night.”

- JO PENHALLURICK, OWNER, SCENIC WANDERING FOODS & THE WHOLE FOOD PANTRY

Other 2025 Initiatives

“Working with QMF on the 2025 Quandamooka Festival was a powerful example of what genuine partnership can achieve. Their production expertise, support for our cultural programming and commitment to elevating First Nations voices helped us present a festival that reflected the depth and vibrancy of Quandamooka culture. Together, we delivered something truly significant for Minjerribah”

- CAMERON COSTELLO, CHAIR, QUANDAMOOKA YOOLOOBURRABEE ABORIGINAL CORPORATION

Quandamooka Festival

QMF was proud to partner with the Quandamooka Yoolooburrabee Aboriginal Corporation (QYAC) to support the **2025 Quandamooka Festival** on breathtaking Minjerribah/North Stradbroke Island. The festival, coinciding with the opening of the QUAMPI Arts & Culture Centre, offered a diverse line-up of cultural activities, traditional dance performances, arts, crafts, markets, workshops and of course, music.

QMF supported Quandamooka Festival by providing production, staging and technical support, as well as engaging headline artist, Emily Wurramara.



Quandamooka Festival 2025. Photographer: Quandamooka Festival

Australian Tourism Exchange

The 45th edition of the **Australian Tourism Exchange (ATE)** held in Brisbane was attended by 2,300 delegates from 31 countries. QMF was proud to program live performances from **Zipporah**, **Jem Cassar-Daley** and **Thelma Plum** at the Queensland Showcase event, seeing three females delivering the soundtrack that showcased the best our state has to offer.



Jem Cassar-Daley, Photographer: Tourism & Events Queensland

Honouring Culture Through Action

QMF is committed to meaningful engagement with Aboriginal & Torres Strait Islander peoples, placing culture at the heart of every Trail, event and activation. QMF works alongside Traditional Custodians, Elders, artists, businesses, and communities to deliver events that honour Country, celebrate traditional storytelling, and create long-lasting opportunities. The partnerships go beyond performances - they support cultural knowledge-sharing, economic development, professional development, and career pathways for Aboriginal & Torres Strait Islander artists and arts workers.

Indigenous Australians Advisory Committee

QMF's Indigenous Australians Advisory Committee (IAAC) ensures Aboriginal & Torres Strait Islander perspectives are central to the organisation's vision and decision-making. Led by QMF Board member and proud Woppaburra woman, Angela Barney-Leitch, the group is made up of respected Aboriginal and Torres Strait Islander professionals from across Queensland's creative, cultural, and community sectors. The IAAC plays a vital role in shaping QMF's approach to engagement, ensuring that its projects and events authentically celebrate and support Aboriginal & Torres Strait Islander artists, creatives and communities. Through collaboration, cultural exchange and leadership, QMF and the IAAC work together to create opportunities that amplify talent, foster economic empowerment and contribute to a richer, more inclusive cultural landscape across Queensland.

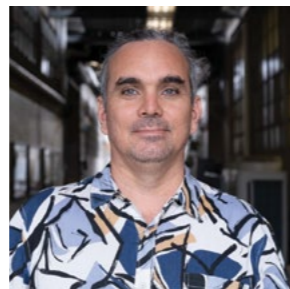
Our 2025 Indigenous Australians Advisory Committee members:



Angela Barney-Leitch
(Chair)



Aunty Rhonda Appo



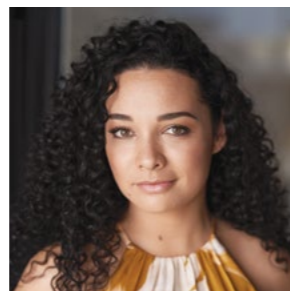
Simon Carmichael



Rochelle Pitt-Watson



Leesa Watego AM



Naomi Andrew (from Dec 2025)



First Nations Engagement Strategy

Launched in May 2025, the First Nations Engagement Strategy formalised QMF's long-standing commitment to cultural integrity, community partnerships, and long-term collaboration with Aboriginal and Torres Strait Islander peoples. Developed in consultation with the IAAC, the strategy provides a clear framework for how QMF engages with Aboriginal & Torres Strait Islander communities across every stage of event development, delivery, and legacy planning.

Grounded in respect for Country and self-determination, it establishes practical measures to ensure meaningful participation, cultural safety, and shared decision-making. The strategy embeds local leadership as a core principle, ensuring Traditional Custodian consultation informs every creative process while creating pathways for employment, training, and artistic development.

Already shaping programming, governance, and partnerships, the strategy strengthens QMF's position as a trusted partner, cultural connector, and advocate for Queensland's Aboriginal & Torres Strait Islander artists, businesses, and communities.



Toni Janke, First Nations Strategy Launch Event.
Photographer: Dan Wombat Fewquandie



Zipporah, NAIDOC Breakfast.
Photographer: QTIC

QTIC NAIDOC Partnership

QMF was proud to partner with the Queensland Tourism Industry Council (QTIC) as the Official Entertainment Partner for their annual **NAIDOC Breakfast** - a flagship event that brings together hundreds of attendees from across the state. The morning celebrates culture, leadership, and progress in the tourism industry, featuring keynote speakers, panel discussions, and important updates in the cultural tourism landscape.

In 2025, artist **Zipporah** (Samu and Suy, Saibai Island, Torres Strait Islands) was chosen to represent the NAIDOC theme *The Next Generation: Strength, Vision & Legacy*. As the daughter of celebrated artist **Christine Anu**, **Zipporah's** performance highlighted the importance of young leaders and the legacy of ancestors who inspire the next generation to carry forward values of strength and resilience.



QMF's Strategic Framework

At QMF, we are deeply committed to delivering cultural, social and economic value through music. Our strategy is shaped by five key priorities:

1. **Place-based cultural tourism:**
Creating unique visitor experiences that showcase Queensland's natural beauty and cultural diversity.

2. **Deep regional engagement:**
Partnering with local communities to co-create meaningful, sustainable programming.

3. **First Nations leadership:**
Honouring and embedding First Nations voices, culture and storytelling across all we do.

4. **Creative development:**
Investing in Queensland artists, new works and emerging voices.

5. **Sustainable growth:**
Building strategic partnerships and resilient models for long-term impact.

PRINCIPLES That Guide Us			
CREATIVITY	COMMUNITY	DESTINATION	SUSTAINABILITY
STRATEGIC OBJECTIVES In alignment with the Principles, the Strategic Objectives set out QMF's goals, with relative Strategies and Measures, building an action plan and a process for tracking progress.			
1. TRANSFORMATIONAL EXPERIENCES Present and support powerful experiences of Queensland's cultural identity through music events.	2. FIRST NATIONS PRIORITY Respect and recognise First Nations perspectives and knowledge in our planning, programming, and partnerships.	3. ORGANISATIONAL CAPABILITY Strengthen our organisation and build long-term sustainability.	
4. AUDIENCE DEVELOPMENT Enhance the QMF brands as mainstays of Queensland cultural tourism by reaching and cultivating a wide, diverse audience.	5. STRATEGIC PARTNERSHIPS Cultivate an ecosystem of strategic partnerships that mutually enrich and strengthen our collective impact.	6. STAKEHOLDER ENGAGEMENT Forge strong collaboration with stakeholders to empower social, cultural, and economic benefit from events.	
OUTCOMES			
The above Principles and Strategic Objectives are developed to provide actions toward three key outcomes for Queensland communities, government, and the private sector.			
SOCIAL Strengthening community pride and social connection for all Queenslanders.	ECONOMIC Realising Queensland's economic potential through diversification of our tourism offering.	CULTURAL Elevating the cultural identity and importance of Queensland, especially our regional places.	

Strategic Objective 1: Transformational Experiences

Present and support powerful experiences of Queensland's cultural identity through music events.



QMF events are more than just a good night out – they're a celebration of the vibrancy of Queensland, they're reflective of the people & place where they're brought to life and they inspire audiences to linger longer, explore more and honour the ancientness of this land.

In 2025, here are just a few of the ways QMF have delivered Transformational Experiences that keep drawing audiences back for more.

Between the Tides: Come for the music, stay for the culture

"Loved the cultural experience from the Yuwi People. I was emotionally moved on multiple occasions."

– 2025 ATTENDEE

Set on the shores of Cape Hillsborough National Park, traditional lands of the Yuwi People, **Between the Tides** is a one-of-a-kind concert series. Unfolding between two tidal movements, the 2025 event saw **Xavier Rudd** deliver two sold out performances across the 13-14 June.

Xavier's music proved the perfect soundtrack to such a ruggedly scenic location and as expected, audiences relished the opportunity to see him live in such a breathtaking setting. But beyond the music, it was the connection to Yuwi culture that left a lasting impression on audiences, with many noting this as an event highlight.

"I've had so much of a glimpse of our local Yuwi mob and a bit of the history. It was beautiful and I really appreciated the opportunity to share that time."

– 2025 ATTENDEE

After being Welcomed to Country by Yuwi Elder Uncle Gary Mooney, a rich program of cultural activities deepened the sense of place and strengthened the event's connection to Yuwi Country. Yuwi stallholders offered locally inspired bush-tucker meals, and audiences were invited to learn directly from knowledge holders through two cultural workshops. A standout workshop was led by Yuwi Elder Aunty Irene Adams, who guided participants through hand-dyeing silk scarves using flora and fauna she had safely gathered from Country and water drawn from the ocean lapping the shores of Cape Hillsborough. Each scarf became a treasured keepsake for audiences, allowing them to carry both the experience and a piece of Yuwi Country home with them.

"[Between the Tides] makes me better understand the Yuwi People and their land that they protect and why."

– 2025 ATTENDEE

Sprout & About: Representing communities in authentic ways

When the QMF team first visited Kooralbyn in the Scenic Rim, it was evident that this was a community with a green thumb! Lush lawns and green vistas could be found everywhere you looked, and the Kooralbyn Community Garden certainly amplifies the town's leafy, laidback vibes.

The Kooralbyn Community Group Inc. who steward the community garden and work to foster a united, engaged and healthy community, joined forces with QMF to co-design an event playing to the town's strengths.

Sprout & About was born – a celebration of community, culture and connection. **Amy John Roberts** provided a warm, melodic soundtrack which paired perfectly with a Sunday morning in the community garden. Alongside the music, visitors learnt how to grow, harvest and preserve herbs with advice from local permaculturalist Rachel Guymer from Jasmine Urban Farm, and were gifted the recipe for the perfect pizza sauce thanks to Lizz Hill, owner of Scenic Rim's Cottage Collective. For the little gardeners, creativity and nature came alive with clay flower frog making, seed bomb crafting, and a pot-your-own-plant station.

Working in partnership, QMF and the Kooralbyn Community Group Inc. showcased a community at its best. Pairing music and local know-how, **Sprout & About** was able to give visitors an authentic Scenic Rim experience.



Guiding the Way: How QLD Music Trails – The Outback makes Outback travel less daunting

"My first time travelling to the outback region. Beautiful landscape. [The] opportunity to see Australian wildlife, [and the] music was fabulous"

– 2025 ATTENDEE

It's no secret that travel through Outback Queensland can be challenging. With vast distances, limited phone service and unpredictable conditions, many put an Outback Queensland road trip in the 'too-hard basket'. Enter The Outback Trail. With a set itinerary and a cohort of fellow travellers, The Outback Trail has given thousands of attendees the confidence to venture west.

And it's Outback Queensland itself that becomes the star of the show for visitors, with many saying the landscape and scenery was their Outback Trail highlight.

"The music and the set places to [visit] enables us to plan our route and feel confident in our first outback trip. ... [It] helped my confidence when travelling in the outback."

The 2025 visitor experience shows the power that QLD Music Trails has to drive visitation across the state in a format many trust.

"The drive out from Brisbane was absolutely amazing. I got to experience the Outback that I didn't think existed."

"I loved driving around the outback, knowing there were others out there doing it too."



Strategic Objective 2: First Nations Priority

Respect and recognise First Nations perspectives and knowledge in our planning, programming, and partnerships.



Uncle Bill Speedy. Photographer: Tim Birch

QMF's commitment to Aboriginal & Torres Strait Islander engagement continues to deepen each year, guided by meaningful relationships, respectful processes and a long-term vision that prioritises cultural authority at every stage of event development.

In 2025, this commitment translated into several key initiatives that strengthened cultural competency, amplified opportunities for Aboriginal & Torres Strait Islander artists and young people, and ensured events reflected the richness and diversity of the land on which they take place.

Strengthening long-term partnerships: Nullawokka First Nations Gallery & Tours

QMF's relationship with Nullawokka First Nations Gallery & Tours in Bollon continued to deepen in 2025, building on a partnership formed in 2023 through The Outback Trail. Led by Guwamu/Kooma Elder and Traditional Custodian Uncle Bill Speedy and his wife Judith Russell, Nullawokka remains an integral cultural partner, providing leadership, guidance and storytelling across multiple events. This year, the collaboration expanded through **Lunch with the Locals**, a Nullawokka-led, community-centred event along The Outback Trail that celebrated culture, strengthened local connections, and elevated regional voices.

The event featured a menu developed by Uncle Bill and Judith, showcasing native bush tucker ingredients including lemon myrtle, wattle seed, kangaroo and emu, offering audiences an authentic taste of Aboriginal culinary heritage. Just weeks earlier, the Bollon Pub, the town's only food and beverage venue, was lost to fire, leaving the community shaken. **Lunch with the Locals** therefore became

a meaningful opportunity for residents to gather, reconnect and share stories, while also modelling sustainable, locally led event delivery.

"Visitors to the event nearly doubled the population of our town, which contributed significantly to our local economy and promoted Bollon to other tourists as they continued their travels. This would not be possible without the involvement and ongoing assistance of the QMF team."

- UNCLE BILL SPEEDY

The partnership continued through Ballads and Bush Yarns on Kooma and Kunja Country at Charlotte Plains, where Uncle Bill delivered the cultural protocols and stepped into the role of MC for the first time. This milestone reflected a strong, trust-based partnership that empowers Traditional Custodians to lead cultural experiences and amplify regional storytelling through shared vision and respect.



Designing the future: Creating opportunities for young artists at Djarragun College

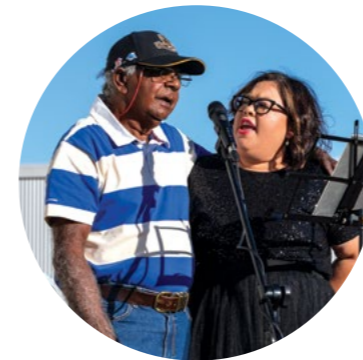
QMF's ongoing relationship with Djarragun College in Cairns/Gimuy continued to grow in 2025. Each year, QMF works closely with the school to select an existing artwork from a student whose style and storytelling aligns with the spirit of **Dream Aloud**, ensuring the process remains collaborative and culturally grounded. The chosen artwork becomes the creative centrepiece for the festival and is adapted across a wide range of event assets, including posters, animations, social media content, digital campaigns, videos and large-format billboards.

In 2025, the chosen artwork was from Solace Barnaby, an aspiring tattoo artist, whose vibrant style perfectly complemented the dynamic **Dream Aloud** line-up. Through the 2025 partnership with triple j, Solace's artwork reached audiences across the nation, with more than one million people seeing the campaign. This collaboration not only elevated a young artist at a formative stage in their journey, but it ensured **Dream Aloud** was visually shaped by the culture, creativity and lived experiences of the next generation.



'Welcome to...': Strengthening cultural knowledge and respect

In close collaboration with Traditional Custodians, QMF delivered tailored 'Welcome to...' info packs for every event, regardless of scale or location. These documents provide essential information about the Country where each event takes place, including cultural stories, history, language, Dreamtime narratives, and key protocols to observe while working on site. Distributed to staff, contractors, volunteers, and artists prior to each event, these resources support cultural preservation, promote respectful behaviour, and ensure the language and knowledge of each community are recognised and honoured. They have become a signature element of QMF's approach, reflecting the organisation's commitment to uplifting cultural authority at every stage of the event journey.



Reconnecting to Country: The Boonthamurra story

One of the most significant moments of 2025 occurred during the Outback Trail event **Unearthed: A Night in Eromanga**, held on Boonthamurra Country in south-west Queensland. Due to displacement and the complex history of the region, locals shared that they had never been able to secure a Welcome to Country or establish contact with the Traditional Custodians. Through thorough research and determined outreach, the QMF team were able to locate Uncle Mark Wallace, a Boonthamurra Traditional Custodian based in St George. The team worked closely with Uncle Mark to facilitate his return to Country for the event.

Uncle Mark delivered a Welcome to Country to audiences who had never before received one, offering insight into the land beneath their feet and the stories held within it. This moment was deeply significant not only for event attendees, but for Uncle Mark himself, who was supported to reconnect with Country and share cultural knowledge that had long been absent from the region's public life. The experience underscored the importance of persistence, relationship-building and cultural responsibility in places where reconnection is urgently needed.

Strategic Objective 3: Organisational Capability

Strengthen our organisation and build long-term sustainability.

With a 26-year legacy to build upon, QMF has continuously worked to grow the capability of its systems, processes and people to support the longevity of the organisation.

Here are some of the ways that QMF has firmed up its future in 2025.

Leading from the front: Building staff capability

In 2025, QMF continued to invest in its people with an organisation-wide Objectives and Key Results (OKR) program being rolled out to all staff. This process aligned individual roles and duties with the organisation's strategic objectives, ensuring that Team QMF were working as one towards shared goals. In conjunction with the OKRs, each staff member also received a personalised growth & learning plan, setting them up with the right skills to succeed.

QMF also continued to develop its leaders, engaging in a 360-review process looking at leadership effectiveness and authenticity. Following on from the review process, the Executive Leadership team assessed their strengths and identified any gaps as a collective, developing a plan to enable continued growth.

At the whole of organisation level, QMF:U was born – a quarterly opportunity for professional development, innovative thinking and essential learning. Through presentations and workshops, QMF:U sessions provide a formal opportunity for staff to learn together, plan and ideate.

QMF recognises its people are at the heart of realising its purpose and creating its impact. By investing in the development of the team, QMF are investing in the growth of their events.

The critical path: Creating the QLD Music Trails roadmap

No two QLD Music Trails are the same, but the QMF team have developed a deep knowledge base of the key steps that must be taken when building out events of such scope and scale. Rather than treating the development of each Trail as a new exercise, the QMF team have developed the Trail Critical Path – a two-year+ roadmap that outlines key stages leading to the successful delivery of a QLD Music Trail.

The critical path considers every requirement - from concept development to funding acquisition, all the way to engagement of the local P&C to run a sausage sizzle at an event. Every potential step has been captured while also allowing room for nuance and the unexpected.

The Trail Critical Path project will ensure no matter who is on Team QMF at any given time, every Trail has a documented path to smoothly progress towards success.

Weather risk matrix: Using data to make informed decisions

The risk of extreme weather events continues to rise. For festivals, this means hosting outdoor events pose both safety and commercial risks. To ensure the continued safety of staff, artists and audiences, and to safeguard against unnecessary losses, QMF developed a weather risk matrix – a comprehensive tool to assess the likelihood of extreme weather events and their potential impacts.

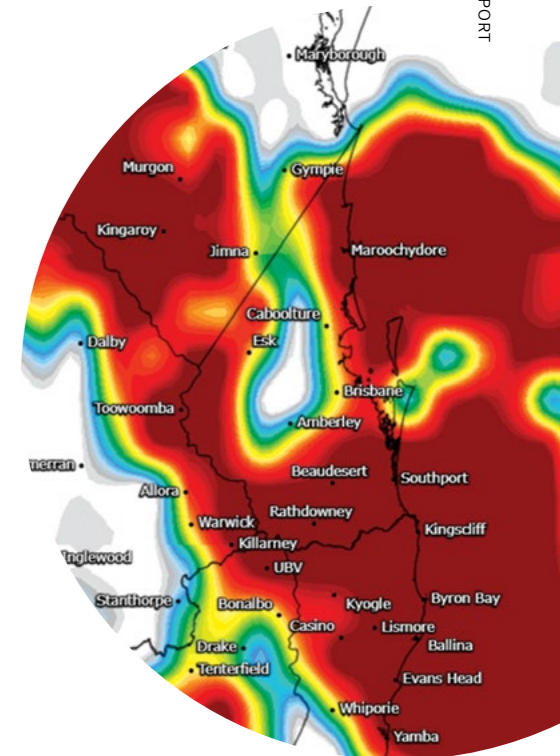
The matrix draws upon historical weather data and trends to plot predictions related to potential rainfall, site saturation, wind, lighting and more. In the month leading up to any event, the matrix is utilised to plan event bump-in and feeds into each Event Management Plan (EMP), where further safety protocols are spelled out relating to the management of incidents and triggers for site evacuation or event cancellation.

This eventuality came into play in 2025, when severe weather impacted **The Long Sunset** venue during the bump-in period. The matrix proved critical as the team were able to assess the likelihood of continued site saturation and the chance of further damaging weather. While it was a difficult choice, a decision was made to cancel the event, with the weather matrix assisting to inform this decision. And the choice proved to be a wise one, with continued wild weather impacting the site for what would have been the duration of the festival.

The weather risk matrix is now a tool that QMF will continue to utilise to assess and manage weather safety across all events, enabling informed decision making and most importantly, continued safety of artists, staff and music lovers.



QMF team, Ballads and Bush Yarns, Charlotte Plains. Photographer: Tim Birch



Strategic Objective 4: Audience Development

Enhance the QMF brands as mainstays of Queensland cultural tourism by reaching and cultivating a wide, diverse audience.



Tom Busby, Magnetic Island Live 2025. Photographer: QMF

It's simple – without the audience, there's no show. In 2025, QMF has worked to build a band of loyal followers, increasing the reach of the QMF brand and deepening engagement with audiences of all kinds.

Here's some of the initiatives that QMF delivered in 2025 to continue growing its audience base.

Magnetic Island LIVE: Trekking to new fans

When the teams from QMF and Magnetic Island/Yubenun's **Great Island Trek** connected, it was immediately evident that there was an opportunity for each to expand experiences for the other's audiences.

The **Great Island Trek** has been running since 2016 and is a fully supported, non-competitive walk where participants can opt to undertake a 5km, 12km, 18km or 25km journey across the island. With the walk concluding at the picturesque Nomads, it was a no-brainer for the QMF team to partner with the Trek to deliver a laidback afternoon afterparty for walkers and spectators alike.

Magnetic Island LIVE, headlined by Queensland favourite **Tom Busby**, offered trekkers the perfect way to unwind but also allowed music lovers from near and far to join the

celebrations without ever breaking a sweat. Punters had the choice of a **Trek + Magnetic Island LIVE** bundle or could opt for the tunes alone.

This partnership allowed both groups to reach new audiences – for QMF, the QLD Music Trails were exposed to hundreds of active, eco-conscious adventurers. And for **The Great Island Trek**, **Magnetic Island LIVE** exposed the annual walk to a new crowd of outdoor-loving potential trekkers.

"[This event is] positive for mental health, I'm feeling more energised. The music part of event is an incentive due to atmosphere and social interactions."
– 2025 ATTENDEE

Magnetic Island LIVE is testament to the power of collaboration – where two seemingly different events aligned to reach new audiences for mutual benefit.

"Love more events combining diverse interests, music and nature hikes"

– 2025 ATTENDEE

Win a chance to perform: ...and build an audience in the process

In 2025, QMF took a novel approach to broadening the appeal of **The Long Sunset** line-up which produced some unexpected yet welcome results. The 'Win a spot on the lineup' campaign invited local emerging artists to post creative content, tagging QLD Music Trails, in the hopes of securing a live performance opportunity at **The Long Sunset**. Between 18-27 July, more than 200 entries were received from hopefuls who got creative, sharing PowerPoint pitch decks, original songs and marketplace listings to impress both the QMF selection panel and online audiences.

And impress they did. As entries rolled in, the QMF team began sharing the artists' content which amassed a combined 86.5K views and more than 1,100 comments across Instagram and Facebook. During the two-week period, the campaign also generated a 10% increase in followers across both platforms, attracting new artists and audiences to connect with the QLD Music Trails initiative.

Selecting one winner was an incredibly tough task so the QMF team ultimately offered slots to two acts, Scenic Rim locals **Paper Lane** and funk-disco fusion band **Silk 'N' Oak**. But there were hundreds more who would have made great additions to the lineup, making the campaign a great resource for introducing previously unprogrammed talent to QMF and their audiences.

It was the combined reach of QMF's own audience and each entrants' fan bases that made this campaign a success. Through the QLD Music Trails, artists and audiences were connected, seeing the campaign reinforce QMF's standing as an organisation with a commitment to artist development and grassroots discovery.



QMF: 2025 IMPACT REPORT

Local government: Connecting QMF to communities

Local government plays a vital role in the success of QMF's events. They are often QMF's first stepping stone into a community, providing valuable local insights and connections. They're also key enablers – providing venues, infrastructure, equipment and often financial support, allowing events to be delivered to a high standard. That's why QMF sees local government partners as one of their key audiences – supporting QMF events for the benefit of their citizens.

QMF works throughout the year to cultivate genuine partnerships with their local government audiences. One highlight is the annual local government breakfast, held in line with the Local Government Association of Queensland (LGAQ) conference.

In 2025, the theme was **Sounds of Connection**, where Mayors, Councillors and executive staff from 16 local government areas came together to connect and understand how QMF's cultural programs are driving tourism, economic growth and social cohesion across the state.

Attendees, a mixture of past, present and prospective QMF partners, heard from a dynamic panel about the wholistic benefits of hosting events and how flow-on effects can be felt in regional communities long after the last note has been played. Mayor Peta MacRae of Mount Isa City Council, Bernie Hogan, CEO of the QHA (Queensland Hotels Association) and Craig Davidson, CEO of Tourism & Events Queensland discussed how music events have the potential to transform and uplift communities, and how initiatives like the QLD Music Trails will support tourist dispersal both before and after Brisbane 2032.

The annual breakfast is an event many look forward to, but it and many QLD Music Trail events simply wouldn't happen without QMF's local government partners and their commitment to collaborating for the direct benefit of all Queenslanders.



Strategic Objective 5: Strategic Partnerships

Cultivate an ecosystem of strategic partnerships that mutually enrich and strengthen our collective impact.

QMF understands the power of collective impact, working across organisations, sectors and locations to deliver social, cultural and economic benefits for all Queenslanders.

Here are some of the strategic partnerships that QMF have fostered in 2025.

Pushing the Q: Cross-organisation collaboration for the up and comers

In 2025, QMF proudly partnered with QMusic, Queensland's music industry development association, to support artist and industry growth. Alongside Northern SOUND (page 21) and the Futures Summit (page 23), QMF collaborated with QMusic to deliver opportunities for regional and remote musicians at **BIGSOUND**, an annual industry conference and artist showcase hosted in Brisbane/Magan-djin. **Outback to Onstage: Regional & Remote Muso Mixer**, presented with QMusic, the Sunshine Coast Music Industry Collective and Australian Venue Co., connected hundreds of regional musicians and industry workers, with performances by QLD Music Trails alum **Chloe Styler** and **Josie**. QMF also partnered with QMusic, the Night-Life Economy Commissioner, Arts Queensland, Australian Venue Co. and the Queensland Hotels Association to launch **Queensland on Tour**, creating new regional touring pathways. Beyond **BIGSOUND**, QMF staff also contributed to QMusic's regional **Industry Connect** events, sharing skills and insights to support emerging arts workers.

QMF continued their partnership with Queensland University of Technology

(QUT) for a second year, supporting Yarrabah community participation at **Dream Aloud**. QUT funding enabled a free return bus service for Yarrabah locals, a dedicated Elders area at the event, and support for artists Normey Jay, Buuri Guuman Irribamuu (One Fire from Yarrabah, led by Nathan Schrieber) and the Yarrabah Arts and Cultural Precinct. In return, QMF supported five QUT students through Work-Integrated Learning placements providing valuable real-world experience across marketing, event production, community engagement and government relations.

Youth development remained a focus through QMF's ongoing partnership with The Push. Across 2025, QMF hosted a mentee from The Push, providing an in-depth learning experience and invaluable industry exposure. QMF also supported **SoundUp!**, a youth music development program delivered in Mackay that engaged 15 young people aged 12-25 in workshops covering music production, songwriting, career development and event management. Through The Push, QMF also supported three young participants to attend the **Futures Summit** and **Dream Aloud** in Cairns/Gimuy.



Zipporah & Adelle Robinson, Futures Summit. Photographer: Colyn Huber

“At the Futures Summit, I met some of my idols and got to pick their brains about how to succeed in the music industry, learning about staying healthy on the road, event management, knowing my worth, and more. I came home motivated, inspired, and proud to be part of something so positive for young Indigenous artists.”

– HUNDO MILLI, THE PUSH PARTICIPANT

Travelling the Trails together: Tourism partnerships for audience benefit

It takes a village to deliver the QLD Music Trails. That's why QMF leans into partnerships with tourism operators who can support and enhance the on-trail visitor experience. The 2025 partnership with Outback Aussie Tours (OAT) demonstrated how collaboration can expand reach and create opportunities for broader audiences to experience the QLD Music Trails. OAT delivered a seven-day, all-inclusive Outback Trail tour package allowing visitors to travel the Trail in comfort. This partnership gave those who may not have the means, ability or confidence to travel Outback Queensland independently to experience the Trail and the fabled outback Queensland landscapes. In addition, the partnership provided OAT with an opportunity to broaden their offering, in turn attracting new business for this regionally-owned operator.

Along the Outback Trail, QMF also worked with Rex and the Department of Transport & Main Roads to offer additional flights between Charleville and Brisbane to enable Southeast Queenslanders to duck out west for a weekend at **Outback Sounds**. The additional flights proved a hit, and also bolstered Rex's brand and offerings, with 37% of **Outback Sounds** attendees stating that the partnership with QMF and the Outback Trail increased their awareness of Rex's regional flight network.

“Together with QMF, we can increase visitation and expenditure in these regions. The QLD Music Trails have provided us with more opportunities to showcase the hidden gems of the Outback while enhancing the visitor experience through cultural storytelling, live music, and community-driven events.”

– ALAN SMITH, DIRECTOR, OUTBACK AUSSIE TOURS

Rhythms & Reflections: Playing an active role in tourism industry development

QMF takes an 'always on' approach to connecting with the tourism industry, playing an active role in industry development. The annual QMF Tourism Week breakfast brings together leaders from tourism, government, the arts and other aligned sectors for a morning of networking and conversation.

In 2025, the theme was **Rhythms & Reflections**, where Bree James, Assistant Minister for Tourism, Early Learning, Creative Industries and Far North Queensland; Tash Wheeler, CEO of the Queensland Tourism Industry Council (QTIC); and QMF CEO, Daryl Raven discussed how cultural events drive tourism, build Queensland's identity and deliver lasting legacies, particularly in the lead-up to Brisbane 2032. The event has fast become a must-attend on the industry calendar thanks to QMF's commitment to supporting a thriving tourism sector.



Gina Fairfax AC: Patron of the Outback Trail

At a boardroom lunch in August, QMF proudly announced the appointment of Ms Gina Fairfax AC as the inaugural Patron of the Outback Trail. Joined by Minister for Education and the Arts, The Honourable John-Paul Langbroek and Minister for Environment, Tourism, Science & Innovation, The Honourable Andrew Powell, guests from across arts, tourism and government discussed the role of cultural tourism in strengthening regional and remote communities across Queensland and explored how music, storytelling, and place-based cultural experiences can support social recovery and activate new tourism pathways for the future.

Ms Fairfax, a deeply respected philanthropist and champion for rural communities, will help to amplify the work of The Outback Trail by bringing greater visibility to the stories, people and places that make the Trail unique.



Strategic Objective 6: Stakeholder Engagement

Forge strong collaborations with stakeholders to empower social, cultural and economic benefit from events.



Felicity Kircher, Taylor Moss, Bella Mackenzie. Photographer: Tim Birch

The Outback Exchange: Inspiring tomorrow's country stars

“The Outback Exchange was a wonderful addition and opportunity... Music and talent is appreciated, including by our very young generation who were extremely inspired.”

– 2025 OUTBACK EXCHANGE ATTENDEE.

When the QMF team conducted community outreach in Charleville, one message rang through all conversations – “we have lots of talent here.” But another sentiment that many shared was that despite this, many young musicians weren't sure how to make a start on a creative career. With a number of successful artists coming to Charleville for **Outback Sounds**, it seemed to QMF like an ideal opportunity to have artists share their insights about making a start in music and building a sustainable career, even while living regionally.

The **Outback Exchange** brought together Outback Trail artists **Taylor Moss, Bella Mackenzie** and **Felicity Kircher** who discussed their lived experiences of

building industry networks, starting a career from the regions, honing their songwriting craft and growing a fan base. Following the discussion, local attendees quizzed the artists on battling nerves, fuelling creative inspiration and juggling competing commitments.

As well as providing an opportunity for the local creative community to connect, The **Outback Exchange** ignited a creative spark for younger attendees.

The inaugural **Outback Exchange** event has garnered so much interest that QMF is excited to continue to deliver the concept in 2026 to the benefit of more host communities and their up and coming talent.

QMF's triple bottom line approach has seen many initiatives delivered in support of building capacity, empowering communities and fostering the next generation of Australian talent.

Here are just some of the ways QMF have worked to deliver benefit across Queensland in 2025.

Black Star Radio Network: Announcing the development of new skills

QMF partnered with Black Star Radio, a network of 17 stations in Indigenous communities across Queensland to promote **Dream Aloud**. Many of the Black Star stations across Far North Queensland are run by 1-2 producers or announcers, with additional support from Queensland Remote Aboriginal Media (QRAM) who offer marketing, technical and administrative assistance, as well as ongoing programming so announcers can take well-earned breaks from the mic.

Understanding the importance of community radio in Indigenous communities, QMF supported Black Star's ongoing success and sustainability in return for the promotional support offered by the network. Announcers Jaydon 'The Laughing Kookaburra' Marrot, Elijah Douglas and Amy McKeown from Aurukun, Doomadgee and Bamaga respectively, travelled to Cairns/Gimuy for the **Futures Summit**. It was here that they participated in sessions, as well as attending a tailored interview skills workshop covering interview preparation, getting the best out of difficult interviewees, interviewing 'on the fly' and editing. The announcers were then provided an exclusive opportunity to interview **Dream Aloud** artists both before and during the event, which were then shared across the Black Star network.

This professional development opportunity provided participants with practical skills rarely available in their remote settings, allowing remote stories and voices to continue to be amplified to foster community, connection and empowerment. Despite the common misconception, video *has not* killed the radio star.



QMF: 2025 IMPACT REPORT

R3B: Placing local talent front and centre

In 2024, QMF first heard the dynamic sounds of **R3B** - a Cairns/Gimuy based, Aboriginal and Torres Strait Islander hip hop group whose raw talent and authentic storytelling were making waves in their local community. Recognising their potential, QMF programmed **R3B** for their first ever large-scale performance as part of the inaugural **Dream Aloud** festival. Performing in front of an audience of 2,000 people, this milestone marked a turning point for the group, providing them with a professional platform to share their music and culture on a major stage.

Since that breakthrough moment, QMF has continued to work closely with **R3B**, providing advice, mentoring, and pathways to grow their careers. In 2025, in partnership with Cairns Regional Council, **R3B** was engaged as the local headliner for **Blak Rising**- cementing their place as a rising voice in Far North Queensland's contemporary music scene.

R3B's journey demonstrates the impact of QMF's commitment to identifying and nurturing artists, creating opportunities that support cultural expression, confidence, and industry connection





UNLOCKING THE POWER OF MUSIC

Looking Ahead to 2026

With the support of the Queensland Government and our valued supporters, QMF will continue to deliver distinctive, music-led experiences that connect people to place, strengthen the communities we visit, and celebrate the stories that make Queensland unique. Through festivals, music trails and creative collaborations, our 2026 program will create meaningful social, cultural and economic impact across the state from regional centres to remote communities.

An overview of our core 2026 events is outlined below.

The Outback Trail

A journey through Queensland's western heartland, featuring vibrant country and folk performances and local storytelling in iconic big sky, red earth communities.

April–May 2026

Charleville, Tambo, Barcaldine, Longreach, Winton, Hughenden, Julia Creek, Mount Isa

Genre: Contemporary country, folk

Anticipated live audience: 7,500



The Reef Trail

Celebrating contemporary alternative music and eco-tourism that stretches along Queensland's exquisite coastline with intimate events like Between the Tides.

July 2026

Locations: Lake Proserpine & Airlie Beach

Genre: Contemporary alternative, coastal

Anticipated live audience: 2,500



QLD MUSIC TRAILS

To learn more about our events scan the QR code or visit qldmusictrails.com

The QMF Team

QMF is led by a passionate, experienced, and multidisciplinary team guided by a shared commitment to place, creativity, and impact.

Board:



Daniel Gschwind (Chair)

Daniel is a seasoned leader in the tourism and hospitality sectors, bringing extensive experience in advocacy and strategic development.



Alison Mobbs (Deputy Chair)

Alison offers a wealth of knowledge in governance and community engagement, with a strong background in regional development.



Angela Barney-Leitch

Angela brings expertise in Indigenous affairs and cultural heritage, advocating for First Nations communities.



Wendy Blucher

Wendy is a legal and governance professional passionate about rural and regional Queensland.



Brydie-Leigh Bartleet

Brydie-Leigh is an academic and practitioner in music education and community music, focusing on inclusive practices.



Jeff Oates

Jeff is a Chartered Accountant with extensive experience in financial, project, and management consulting internationally.



Kath Rose

Kath is a leading Queensland communications professional, storyteller and connector with 30+ years' experience.



Paul Lindstrom (Term concluded June 2025)

Paul is a former Managing Partner of PwC Brisbane focusing on assisting clients with financial due diligence.



Ann-Maree Willett (Term concluded June 2025)

Ann-Maree is a strategic partnership and business development specialist in the creative industries.

Executive Team:



Daryl Raven

Chief Executive Officer



Laura Dodd

General Manager, People & Culture



Breeze Guo

General Manager, Finance & Business Intelligence



Jana Hesketh

General Manager, Communities & Impact



Marnie Nichols

General Manager, Brand & Marketing



Stu Watters

General Manager, Programming & Production



Oriana Wyrozubska

General Manager, Tourism & Government

Our Partners

Principal Partner



The Outback Trail



Easter in the Country



Nindigully Pub



Charlotte Plains



Toyota Star Maker



Rex



Star RV / Travia



Shire of Murweh



Paroo Shire Council



Balonne Shire Council



Quilpie Shire

The Reef Trail



Townsville City Council



Whitsunday Regional Council



Mackay Regional Council



NRMA Parks & Resorts



The Great Island Trek



North Queensland Airports Group



Nomads Airlie Beach

The Tropics Trail



Cairns Regional Council



QUT



triple j



Tanks Arts Centre



QMusic



Australian Festival Association



Music Australia



Bumma Bippera Media



Black Star Radio



Heaps Normal

The Scenic Rim Trail



Western Queensland Spirit



Sprout Corporation



Your Mates Brewing



Scenic Rim Regional Council



Kooralbyn Community Group

How you can support

Help keep the music playing where it's needed most

QMF's statewide impact can only be delivered with the collaboration and support of others.

Delivering powerful, place-based music experiences that strengthen communities, celebrate culture, and showcase the best of Queensland requires significant investment and Government support only goes so far.

The demand for QMF's community shaping initiatives continues to grow – why not join the chorus of supporters!

There are many ways you can support QMF:

1. Strategic partnerships

that align your organisation's goals with QMF's bold vision

2. Sponsorship and in-kind support

that bring high-impact events to life across Queensland

3. Corporate volunteering

that strengthens team culture while supporting meaningful community outcomes

4. Investment in community impact initiatives

that champion inclusion, wellbeing, and cultural pride

5. Creative commissioning opportunities

that nurture new talent and amplify diverse voices

6. Make a tax-deductible donation

to support our mission and help create a vibrant, accessible cultural future for all

Your support, no matter the size, could:



Support local artists and nurture young talent across Queensland



Amplify Aboriginal & Torres Strait Islander voices and celebrate rich cultural heritage



Bring music to regional and remote areas where live performance is rare



Deliver inclusive, place-based events that build connection and community pride



Create lasting social and cultural impact through the power of music



To learn more about how you can support QMF's work scan the QR Code, visit qmf.org.au/support or call +61 7 3010 6600 to discuss giving with a member of the team.



Between the Tides 2023, Cape Hillsborough. Photographer: Mitch Lowe

